



## POSITION DESCRIPTION

Position Title	CONTENT DIRECTOR	Position No.	30000372
Team	Regional & Local	Classification	Content Maker
Department	ABC Sydney	Schedule Roster Cycle	Schedule A 2 Week Rostered
Location	Sydney	Band / Level	Band 8
Reports to	LOCAL MANAGER, SYDNEY 30006565	HR Endorsement	8/01/2021

### Purpose

Drive editorial planning and content gathering for ABC Sydney across multiple platforms, to create content that aligns with ABC strategy and supports the achievement of Regional & Local's objectives.

### Key Accountabilities

- Provide high level editorial leadership in planning and production to create distinctive and compelling content across all platforms.
- Lead and develop the team to achieve a shared understanding and commitment to team objectives, and to build and maintain a collaborative and high-performance culture.
- Drive digital content and other content initiatives and strategies to ensure continuous growth in audiences across all platforms.
- Under broad direction of the Local Manager, Sydney identify local content that can be shared with other content teams in Regional & Local and across the ABC on multiple platforms.
- Manage the implementation of the Local Emergency Coverage plan and communicate with relevant stakeholders as required.
- Collaborate with other Regional & Local and ABC teams to identify, plan and deliver local community activities and national projects to connect with communities and build audience reach and engagement.
- Identify and implement initiatives that drive flexibility in staffing, rostering, and resource allocation to continually improve efficiency and effectiveness.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- Cooperate with any reasonable instruction, procedure or policy relating to safety and take reasonable care for your own safety and that of other people who may be affected by your conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Team Directors, and other Officers.

### Key Capabilities/Qualifications/Experience

1. Tertiary qualifications in a relevant discipline, or demonstrated significant equivalent skills, knowledge and experience.
2. Outstanding editorial skills including the ability to source and analyse information and exercise reliable judgement.
3. Demonstrated significant experience in leading and developing high performance teams and/or in mentoring colleagues.
4. Exceptional understanding of the issues that affect and interest the local audience (including across national and statewide programs).
5. Demonstrated significant experience in leading and creating cross platform local and national content initiatives.





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6. Demonstrated understanding and passion to source and create authentic content which represents the broad diversity of the Australian community, including stories that reflect a range of cultural and linguistic backgrounds and Indigenous communities where editorially relevant.
7. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
8. **ABC Policies:** Understanding of the relevance and scope of ABC policies and the ABC Principles and a commitment to adhere to these; particularly in relation to complying with health, safety and wellbeing requirements in the workplace and acting in accordance with the ABC Principles.
9. **Diversity and Inclusion:** Experience in building an inclusive and supportive culture where diversity is valued.

### Special Requirements

10. A current and valid driver's licence.
11. Ability to work across weekends and after hours when required.